Parkersburg WV

Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

3

	<u> </u>	Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case					
[87]	Cash Flows-With LIL			-		
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

Eureka CA

		Year 2	Year 3	Year_4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite Customer Profile	e Local-Into-Local S	Service			
[1]	TV HH	62,922	63,551	64,187	64,829	65,477
[2]	Beginning Customers					_
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate	_				
[9]	Average Gross Adds per Month	_	_	_	_	مزدن
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	E					_
[12]	LIL Revenue					<u> </u>
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt		_			
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

Eureka CA

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into	-Local Service				
FO 13	Customer Profile	62.025				
[24]	TV HH	62,922	63,551	64,187	64,829	65,477
[25] [26]	Beginning Customers Gross Adds	=				
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration	_				
[31]	Disconnect Rate	_				
[32]	Average Gross Adds per Month	_	_		_	-
[33]	Gross Add Rate	_				
	LIL Customers LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers					
[36]	LIL Gross Adds	_		•		
[37]	LIL Disconnects		_		_	
[38]	Ending Customers			_		
[39]	Average Customers (2 pt avg)					
[40]	LIL Penetration					
[41]	Disconnect Rate					
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	•				
[44]	LIL Gross Adds LIL Disconnects					
[45] [46]	Ending Customers					
	-	<u> </u>				
[47] [48]	Average Customers (2 pt avg) LIL Penetration	_				
[49]	Disconnect Rate			_		
[.>]						
[50]	LIL Sell-in New Customers Lift from No LIL Total Customers + Lift					
[51]	LIL Beginning Customers			_		
[52]	LIL Gross Adds	_	_			_
[53]	LIL Disconnects					
[54]	Ending Customers		_			
[55]	Average Customers (2 pt avg)	_	_	_	_	
[56]	LIL Penetration	_				
[57]	Disconnect Rate	_				_
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers	•			_	
[60]	LIL Gross Adds				_	
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)			_		
[64] [65]	LIL Penetration Disconnect Rate					252
[00]	Disconnect Nate					382

Eureka CA

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade	_		_	_	-
[68]	Baseline Gross Adds Sell-in	_	_	_	_	
[69]	Additional to Baseline Gross Adds		_		_	
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt			_		
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]						
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses			_		
[82]	Box replacement costs			_		_
[83]	Total Expenses:					
[84]	Cash Based OPBDA					
[85]	Cash Based OPBDA %					

Eureka CA

[86] Market level capital expenditures-outflow

Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

Year 2 Year 3 Year 4 Year 5 Year 6 NPV-Based on var from No LIL to With LIL case

[92] Terminal Value

[87] Cash Flows-With LIL [88] Cash Flows-No LIL [89] Incr/(Decr) from No LIL [90] NPV without Terminal Value

- [93] Cash Flows with Terminal Value
- [94] NPV with Terminal Value
- [95] IRR

[91] IRR

Bend OR

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	56,016	56,576	57,142	57,713	58,290
[2]	Beginning Customers					
[3]	Gross Adds				_	
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate			_		
[9]	Average Gross Adds per Month	_	_	_	_	_
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
	Base Package Revenue					
-	LIL Revenue	<u> </u>		<u> </u>		
[13]	Total Revenue					_
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt	_				
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL		-			
[21]	Total Expenses:				_	
[22]	Cash Based OPBDA					
[23]	Cash Based OPBDA %					

Bend OR

		Authori of Lie Chames 3						
		Year 2	Year 3	Year 4	Year 5	Year 6		
	DIRECTV Provides Satellite Local-Into	-Local Service						
FO 43	Customer Profile	54.014	56.556	55.1.10	55 510			
[24] [25]	TV HH Beginning Customers	56,016	56,576	57,142	57,713	58,290		
[26]	Gross Adds							
[27]	Disconnects			_	_			
[28]	Ending Customers							
[29]	Average Customers (2 pt avg)							
[30]	Ending Penetration							
[31]	Disconnect Rate		_			_		
[32]	Average Gross Adds per Month		_			_		
[33]	Gross Add Rate		_	_	_	_		
	LIL Customers							
	LIL Lift (upgrades) from No LIL							
[34]	Total Customers + Lift							
[35]	LIL Beginning Customers LIL Gross Adds							
[36] [37]	LIL Disconnects		_	<u></u>	<u>-</u>	<u> </u>		
[38]	Ending Customers							
	•			•				
[39] [40]	Average Customers (2 pt avg) LIL Penetration				_			
[41]	Disconnect Rate		_	_	_			
[• •]								
	LIL Sell-in New Customers No LIL							
[42]	Total Customers + Lift							
[43]	LIL Beginning Customers	•	_					
[44] [45]	LIL Gross Adds LIL Disconnects							
[46]	Ending Customers							
[47]	Average Customers (2 pt avg) LIL Penetration							
[48] [49]	Disconnect Rate			_				
[77]						_		
[50]	LIL Sell-in New Customers Lift from No LIL Total Customers + Lift							
[50] [51]	LIL Beginning Customers			_	_			
[52]	LIL Gross Adds	_	_	_	_			
[53]	LIL Disconnects	_	_	_	_	_		
[54]	Ending Customers			_		_		
[55]	Average Customers (2 pt avg)	_	_		_	_		
[56]	LIL Penetration				_			
[57]	Disconnect Rate							
	The state of							
[50]	Total LIL Customers							
[58]	Total Customers + Lift							
[59] [60]	LIL Beginning Customers LIL Gross Adds							
[61]	LIL Disconnects							
[62]	Ending Customers							
	•							
[63] [64]	Average Customers (2 pt avg) LIL Penetration							
[65]	Disconnect Rate					206		
[00]						386		

Bend OR

		Year 2	Year 3	Year 4	Үеат 5	Year 6
	Profit & Loss (\$k) - With LIL		·			
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade					_
[68]	Baseline Gross Adds Sell-in			_		
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue	_				
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[8]	Backhaul Expenses	_	_	_		_
[82]	Box replacement costs			_		_
[83]	Total Expenses:					
[84]						
[85]	Cash Based OPBDA %					-

Bend OR

Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

Year 2 Year 3 Year 4 Year 5 Year 6

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No L1L to With LIL case					
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LlL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value			_		
[94]	NPV with Terminal Value					
[95]	IRR					

Lima OH

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	74,642	75,388	76,142	76,904	77,673
[2]	Beginning Customers					
[3]	Gross Adds				_	
[4]	Disconnects					
[5]	Ending Customers	_	_			
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share					_
[8]	Disconnect Rate					
[9]	Average Gross Adds per Month	-	_	_	_	-
[10]	Gross Add Rate		_			
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]						
[12]	LIL Revenue	<u> </u>		•		
[13]	Total Revenue					
	Expenses:					
[14]						
[15]	Bad Debt					-
[16]						
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					
[21]	Total Expenses:					
[22]	Cash Based OPBDA	_				_
[23]	Cash Based OPBDA %					

Lima OH

				•		
		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into- Customer Profile	Local Service				
[24]	TV HH	74,642	75,388	76,142	76,904	77,673
[25]	Beginning Customers	74,042	75,500	70,142	70,704	77,075
[26]	Gross Adds			_		
[27]	Disconnects	_	_			_
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration	_		_		_
[31]	Diseonnect Rate					
[32]	Average Gross Adds per Month	_	-		_	_
[33]	Gross Add Rate		_			
	LIL Customers					
55.43	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers	•	_			
[36]	LIL Gross Adds LIL Disconnects			<u> </u>	<u> </u>	<u> </u>
[37] [38]	Ending Customers					
	_	_			_	
[39] [40]	Average Customers (2 pt avg) LIL Penetration					
[41]	Disconnect Rate					
,						
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	•		_		
[44]	LIL Gross Adds					
[45] [46]	LIL Disconnects Ending Customers	<u>=</u> _				_ _
	-	_	_			
[47]	Average Customers (2 pt avg)					
[48]	LIL Penetration					
[49]	Disconnect Rate					
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift				-	
[51]	LIL Beginning Customers	•				_
[52]	LIL Gross Adds	_				_
[53] [54]	LIL Disconnects Ending Customers			 _	<u>=-</u>	
	-	_	_	_		_
[55]	Average Customers (2 pt avg) LIL Penetration	_		_	_	
[56] [57]	Disconnect Rate					
[37]	Disconnect Nate					
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers	•				
[60]	LIL Gross Adds				_	
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)	_		_		
[64]	LIL Penetration					
[65]	Disconnect Rate					390

REDACTED - FOR PUBLIC INSPECTION

Lima OH

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade	_			-	_
[68]	Baseline Gross Adds Sell-in	_				_
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs			_		
[73]	Bad Debt					
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs	_				
[81]	Backhaul Expenses					
[82]	Box replacement costs			_	_	_
[83]	Total Expenses:					
[84]						
[85]	Cash Based OPBDA %					

Lima OH

Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV 7

Number of LIL Channels

		r ear z	Year 3	Year 4	<u> Year 5</u>	Y ear 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case					
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value				_	
[94]	NPV with Terminal Value					
[95]	IRR					

Ottumwa IA-Kirksville MO

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite L	ocal-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	52,338	52,861	53,390	53,924	54,463
[2]	Beginning Customers					
[3]	Gross Adds					_=
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share			_		
[8]	Disconnect Rate	_				_
[9]	Average Gross Adds per Month	-	_	_	_	-
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
	Base Package Revenue					
[12]	LIL Revenue					
[13]	Total Revenue					
	Expenses:					
[14]					-	
[15]						
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL			_		_
[21]	Total Expenses:		_			
[22] [23]	Cash Based OPBDA Cash Based OPBDA %					

Ottumwa IA-Kirksville MO

	-	Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Provides Satellite Local-Into-	Local Service				
10.43	Customer Profile	50.000	041	-2 -00		
[24]	TV HH	52,338	52,861	53,390	53,924	54,463
[25] [26]	Beginning Customers Gross Adds					
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)					
[30]	Ending Penetration	_		_	_	
[31]	Disconnect Rate					
[32]	Average Gross Adds per Month	_	_			
[33]	Gross Add Rate		_	_		_
	LIL Customers					
	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift		_		_	
[35]	LIL Beginning Customers	•				
[36]	LIL Gross Adds				•	•
[37]	LIL Disconnects					
[38]	Ending Customers					
[39]	Average Customers (2 pt avg)					
[40]	LIL Penetration			_		
[41]	Disconnect Rate					
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	•	_		_	_
[44]	LIL Gross Adds			_		-
[45]	LIL Disconnects					
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)					_
[48]	LIL Penetration					
[49]	Disconnect Rate	_				
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51] [52]	LIL Beginning Customers LIL Gross Adds	<u>•</u>	_	_	_	_
[53]	LIL Disconnects		_		_	_
[54]	Ending Customers					
[55]	Average Customers (2 pt avg)	_	_		_	_
[56]	LIL Penetration	_		_		
[57]	Disconnect Rate					
	Total LIL Customers					
[58]	Total Customers + Lift					
[59] [60]	LIL Beginning Customers LIL Gross Adds					
[61]	LIL Disconnects					
[62]	Ending Customers					
	-					
[63] [64]	Average Customers (2 pt avg) LIL Penetration					
[65]	Disconnect Rate					20.4
[03]	- TOTAL AND					394

Ottumwa IA-Kirksville MO

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL					
	Revenue:					
[66]	Package Revenue	_				
	LIL Revenue:					
[67]	Existing Cutomers Upgrade	_		_		_
[68]	Baseline Gross Adds Sell-in	_	_			
[69]	Additional to Baseline Gross Adds				_	_
[70]	Total LIL Revenue					
[71]	Total Revenue					
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt					
[74]	Customer related				_	
[75]	Total Direct costs					
[76]	Total Direct Margin					_
[77]	Total Direct Margin %			-		
	SAC Costs with LIL:					
[78]						
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses			_		_
[82]	Box replacement costs					_
[83]	Total Expenses:					
[84]						
[85]	Cash Based OPBDA %					

REDACTED - FOR PUBLIC INSPECTION

Ottumwa IA-Kirksville MO

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL	case				
[87]	Cash Flows-With LIL	-				
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

St Joseph MO

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellite	Local-Into-Local S	Service			
	Customer Profile					
[1]	TV HH	56,480	57,045	57,615	58,191	58,773
[2]	Beginning Customers					
[3]	Gross Adds					
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)			_		
[7]	Ending DIRECTV Market Share					
[8]	Disconnect Rate					
[9]	Average Gross Adds per Month	_	_	_	_	_
[10]	Gross Add Rate					
	Profit & Loss (\$k) - No LIL					
	Revenue:					
[11]	Base Package Revenue					
[12]	LIL Revenue		•	•		
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt		_			
[16]	Customer related					
[17]	Total Direct costs					
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL					_
[21]	Total Expenses:					
[22] [23]	Cash Based OPBDA Cash Based OPBDA %					

St Joseph MO

[65] Disconnect Rate

EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels 2 Year 2 Year 3 Year 4 Year 5 Year 6 **DIRECTV Provides Satellite Local-Into-Local Service** Customer Profile TV HH 56,480 57,045 [24] 57,615 58,191 58,773 [25] **Beginning Customers** [26] Gross Adds Disconnects [27] [28] **Ending Customers** Average Customers (2 pt avg) [30] Ending Penetration Disconnect Rate [31] [32] Average Gross Adds per Month [33] Gross Add Rate L1L Customers LIL Lift (upgrades) from No LIL [34] Total Customers + Lift [35] LIL Beginning Customers [36] LIL Gross Adds [37] LIL Disconnects [38] **Ending Customers** Average Customers (2 pt avg) [40] LIL Penetration [41] Disconnect Rate LIL Sell-in New Customers No LIL [42] Total Customers + Lift [43] LIL Beginning Customers [44] LIL Gross Adds [45] LIL Disconnects [46] Ending Customers [47] Average Customers (2 pt avg) LIL Penetration [48] [49] Disconnect Rate LIL Sell-in New Customers Lift from No LIL [50] Total Customers + Lift [51] LIL Beginning Customers [52] LIL Gross Adds [53] LIL Disconnects [54] Ending Customers Average Customers (2 pt avg) [56] LIL Penetration [57] Disconnect Rate **Total LIL Customers** [58] Total Customers + Lift [59] LIL Beginning Customers [60] LIL Gross Adds [61] LIL Disconnects [62] Ending Customers Average Customers (2 pt avg) [64] LIL Penetration

St Joseph MO

Appendix P REDACTED – FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels 2

		Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL				-	<u></u>
	Revenue:					
[66]	Package Revenue					
	LIL Revenue:					
[67]	Existing Cutomers Upgrade	_		-		_
[68]	Baseline Gross Adds Sell-in		_			
[69]	Additional to Baseline Gross Adds					
[70]	Total LIL Revenue					
[71]	Total Revenue					_
	Expenses:					
[72]	Programming Costs					
[73]	Bad Debt			_		
[74]	Customer related					
[75]	Total Direct costs					
[76]	Total Direct Margin					
[77]	Total Direct Margin %					
	SAC Costs with LIL:					
[78]	Standard SAC From No LIL scenario					
[79]	Incremental SAC with LIL					
[80]	Total SAC Costs					
[81]	Backhaul Expenses	_			_	_
[82]	Box replacement costs					_
[83]	Total Expenses:					
[84]	Cash Based OPBDA		_			
[85]	Cash Based OPBDA %					

St Joseph MO

Appendix P

REDACTED - FOR PUBLIC INSPECTION

EchoStar will provide local-into-local in advance of DIRECTV 2

Number of LIL Channels

	-	Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL case	ı.				
[87]	Cash Flows-With LIL		-			
[88]	Cash Flows-No LIL					
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	IRR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value					
[94]	NPV with Terminal Value					
[95]	IRR					

Presque Isle ME

EchoStar will provide local-into-local in advance of DIRECTV 3

Number of LIL Channels

DIRECTV Does Not Provide Satellite Local-Into-Local Service Customer Profile			Year 2	Year 3	Year 4	Year 5	Year 6
TV HH		DIRECTV Does Not Provide Satellite	e Local-Into-Local S	Service			
Beginning Customers		Customer Profile					
[3] Gross Adds [4] Disconnects [5] Ending Customers [6] Average Customers (2 pt avg) [7] Ending DIRECTV Market Share [8] Disconnect Rate [9] Average Gross Adds per Month [10] Gross Add Rate Profit & Loss (\$k) - No LIL Revenue: [11] Base Package Revenue [12] LIL Revenue [13] Total Revenue Expenses: [14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin [19] Total Direct Margin [20] SAC Costs - No LIL [21] Total Expenses: [22] Cash Based OPBDA	[1]	TV HH	31,396	31,710	32,027	32,347	32,671
Disconnects Ending Customers Ending Customers	[2]	Beginning Customers					
[6] Average Customers (2 pt avg) [7] Ending DIRECTV Market Share [8] Disconnect Rate [9] Average Gross Adds per Month [10] Gross Add Rate Profit & Loss (\$k) - No LIL Revenue: [11] Base Package Revenue [12] LIL Revenue [13] Total Revenue Expenses: [14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:		Gross Adds				_	
[6] Average Customers (2 pt avg) [7] Ending DIRECTV Market Share [8] Disconnect Rate [9] Average Gross Adds per Month [10] Gross Add Rate Profit & Loss (\$k) - No LIL Revenue: [11] Base Package Revenue [12] LIL Revenue [13] Total Revenue Expenses: [14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:							
Ending DIRECTV Market Share Disconnect Rate Disconnect Rate	[5]	Ending Customers					-
[8] Disconnect Rate [9] Average Gross Adds per Month [10] Gross Add Rate	[6]	Average Customers (2 pt avg)					
[9] Average Gross Adds per Month [10] Gross Add Rate	[7]	Ending DIRECTV Market Share					
[10] Gross Add Rate	[8]	Disconnect Rate		_		_	
[10] Gross Add Rate	[9]	Average Gross Adds per Month	_	_	_	-	_
Revenue:							
[11] Base Package Revenue [12] LIL Revenue [13] Total Revenue Expenses: [14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	•	Profit & Loss (\$k) - No LIL					
12 LIL Revenue		Revenue:					
Expenses:							
Expenses: [14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	[12]	LIL Revenue		<u> </u>			
[14] Programming Costs [15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	[13]	Total Revenue					
[15] Bad Debt [16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:		Expenses:					
[16] Customer related [17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	[14]	Programming Costs					
[17] Total Direct costs [18] Total Direct Margin [19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	[15]	Bad Debt					_
[18] Total Direct Margin ————————————————————————————————————							
[19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	[17]	Total Direct costs				-	
[19] Total Direct Margin % [20] SAC Costs - No LIL [21] Total Expenses:	[18]	Total Direct Margin					
[21] Total Expenses:	[19]						
[22] Cash Based OPBDA	[20]	SAC Costs - No LIL					
	[21]	Total Expenses:				_	
[23] Cash Based OPBDA %	[22]						
	[23]						

Presque Isle ME

		Year 2	Year 3	Year 4	Year_5	Year 6
	DIRECTV Provides Satellite Local-Into-L Customer Profile	ocal Service				
[24]	TV HH	31,396	31,710	22 027	22 247	22 671
[25]	Beginning Customers	31,390	31,710	32,027	32,347	32,671
[26]	Gross Adds					
[27]	Disconnects					
[28]	Ending Customers					
[29]	Average Customers (2 pt avg)		_		_	
[30]	Ending Penetration					
[31]	Disconnect Rate	_				
[32]	Average Gross Adds per Month		_	_	_	_
[33]	Gross Add Rate		_			
	LIL Customers					
ro 41	LIL Lift (upgrades) from No LIL					
[34]	Total Customers + Lift					
[35]	LIL Beginning Customers					_
[36]	LIL Gross Adds LIL Disconnects				<u> </u>	_
[37] [38]	Ending Customers					
						
[39]	Average Customers (2 pt avg)	_				
[40]	LIL Penetration					
[41]	Disconnect Rate					
	LIL Sell-in New Customers No LIL					
[42]	Total Customers + Lift					
[43]	LIL Beginning Customers	•				
[44]	LIL Gross Adds	_				
[45]	LIL Disconnects					
[46]	Ending Customers					
[47]	Average Customers (2 pt avg)	_	_			
[48]	LIL Penetration		-			_
[49]	Disconnect Rate					
	LIL Sell-in New Customers Lift from No LIL					
[50]	Total Customers + Lift					
[51]	LIL Beginning Customers	•	_	_		
[52]	LIL Gross Adds LIL Disconnects	_		_		
[53] [54]	Ending Customers				<u> </u>	
[55]	Average Customers (2 pt avg)	_	_	_	_	_
[56]	LIL Penetration	_		_		
[57]	Disconnect Rate					
	Total LIL Customers					
[58]	Total Customers + Lift					
[59]	LIL Beginning Customers	•				
[60]	LIL Gross Adds	-				
[61]	LIL Disconnects					
[62]	Ending Customers					
[63]	Average Customers (2 pt avg)					
[64]	LIL Penetration					-
[65]	Disconnect Rate					402

Presque Isle ME

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV Number of LIL Channels

	-	Year 2	Year 3	Year 4	Year 5	Year 6
	Profit & Loss (\$k) - With LIL		·			
Rev	enue:					
[66] Pack	age Revenue					
LII	Revenue:					
[67] Exis	ting Cutomers Upgrade	_	_	_		_
[68] Base	eline Gross Adds Sell-in	_	_	_		
[69] Add.	itional to Baseline Gross Adds			_		
[70] Tota	al LlL Revenue					
[71] T o	otal Revenue					
Exp	penses:					
-	ramming Costs					
	Debt			_		
	omer related	_	_			
[75] Tot	tal Direct costs					
[76] Tot	al Direct Margin					
[77] Tot	al Direct Margin %					
	C Costs with LIL:					
[78] Stan	dard SAC From No LIL scenario					
	emental SAC with LIL					
[80] To	tal SAC Costs					
[81] Ba c	khaul Expenses		_	_		
[82] Box	replacement costs			_	_	_
	al Expenses:					
	sh Based OPBDA					
[85] Cas	sh Based OPBDA %					

Presque Isle ME

REDACTED - FOR PUBLIC INSPECTION

Appendix P REDACTED - FOR PUBLIC EchoStar will provide local-into-local in advance of DIRECTV

Number of LIL Channels

		Year 2	Year 3	Year 4	Year 5	Year 6
[86]	Market level capital expenditures-outflow					
	NPV-Based on var from No LIL to With LIL car	se				
[87]	Cash Flows-With LIL					
[88]	Cash Flows-No LIL					_
[89]	Incr/(Decr) from No LIL					
[90]	NPV without Terminal Value					
[91]	1RR					
[92]	Terminal Value					
[93]	Cash Flows with Terminal Value				_	
[94]	NPV with Terminal Value					
[95]	IRR					

Victoria TX

		Year 2	Year 3	Year 4	Year 5	Year 6
	DIRECTV Does Not Provide Satellit Customer Profile	e Local-Into-Local S	Service			
[1]	TV HH	31,204	31,516	31,831	32,150	32,471
[2]	Beginning Customers					
[3]	Gross Adds		_			
[4]	Disconnects					
[5]	Ending Customers					
[6]	Average Customers (2 pt avg)					
[7]	Ending DIRECTV Market Share	_			_	
[8]	Disconnect Rate					
[9]	Average Gross Adds per Month	_	_	_		_
[10]	Gross Add Rate					
. ,	Profit & Loss (\$k) - No LIL					
	Revenue:					
	-		-			
[12]	LIL Revenue	1		•		
[13]	Total Revenue					
	Expenses:					
[14]	Programming Costs					
[15]	Bad Debt				_	_
[16]	Customer related					
[17]	Total Direct costs		-			
[18]	Total Direct Margin					
[19]	Total Direct Margin %					
[20]	SAC Costs - No LIL	_				_
[21]	Total Expenses:					
[22] [23]	Cash Based OPBDA Cash Based OPBDA %					